# How to Install Google Analytics 4

The State of Montana has approved agency use of Google Analytics 4 (GA); follow the steps below to complete the process.

1. Create your Google Analytics Profile
2. Set up Analytics for a website and/or app
3. Add the code to your website
4. Add the code to your templates
5. Add the code to your assets
6. Add Cookie Consent Modal and Google Analytics Use page
7. Publish your website

## 1) Create GA Profile

If you do not already have a Google Analytics profile, go to [analytics.google.com](analytics.google.com) to sign up.
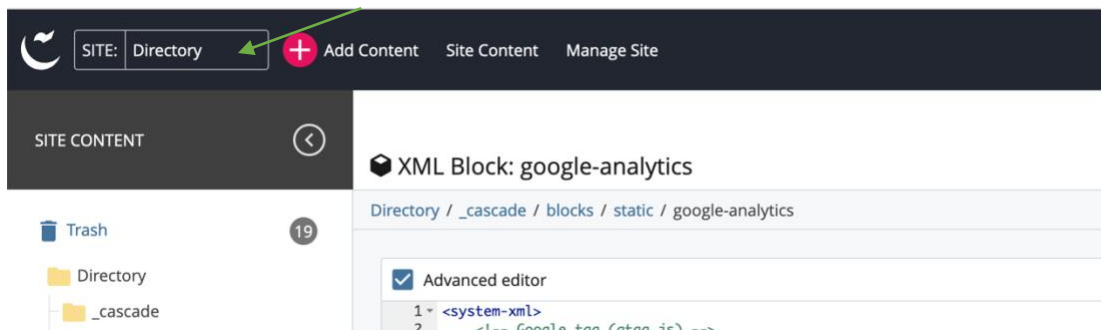
## 2) Set up Analytics

Google provides excellent directions to set up analytics for a website. Go to their page and follow the directions to create an analytics profile for your website(s).
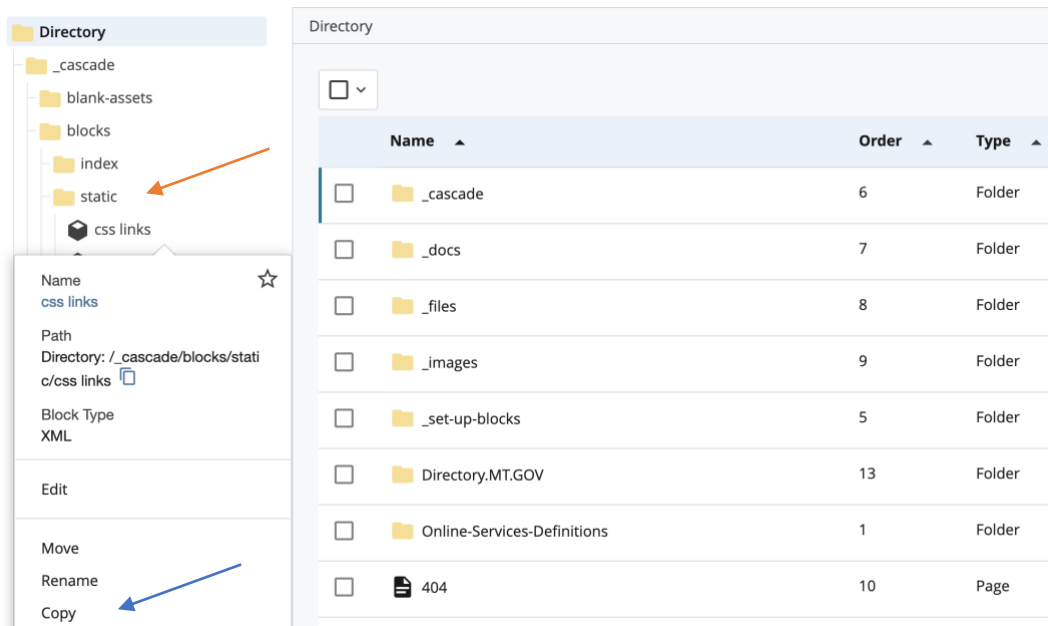
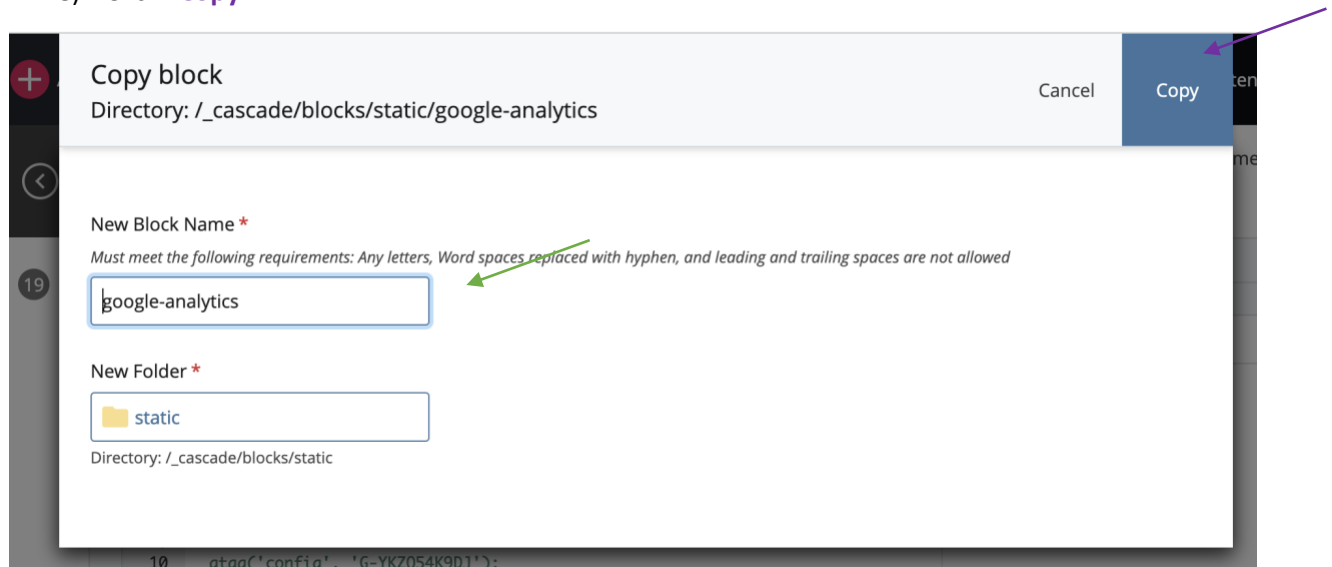- https://support.google.com/analytics/answer/9304153?hl=en

## 3) Add the Code

a) In Cascade CMS admin, navigate to your site using the **"Go to Site"** search bar.

b)  Navigate to **cascade  > blocks > static folder**.
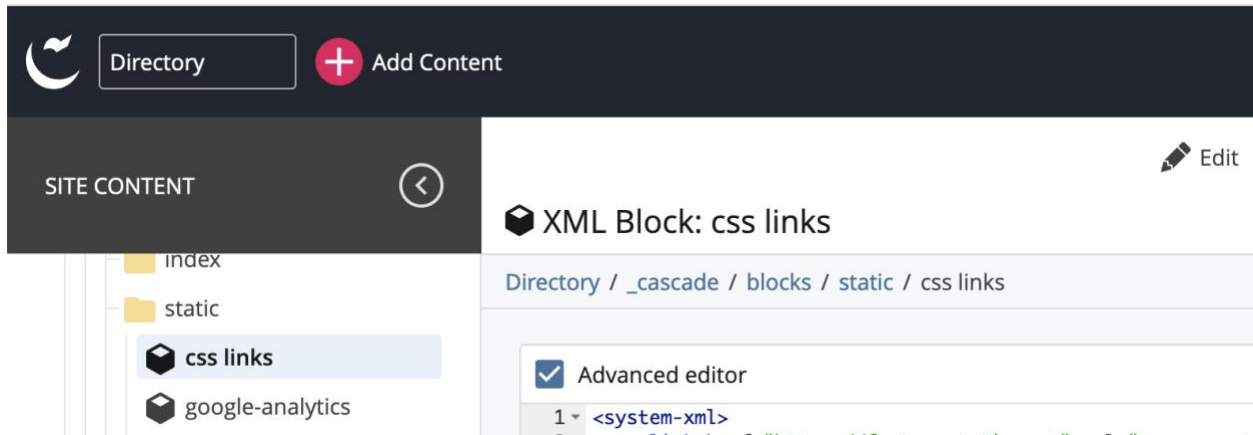c)  Right-click on an existing block and click the "More" button to open the rest of the menu, then click "**Copy**."



d)  Name the block "**google-analytics**"
e)  Click "**Copy**"



f)  Refresh the browser to see your new block.

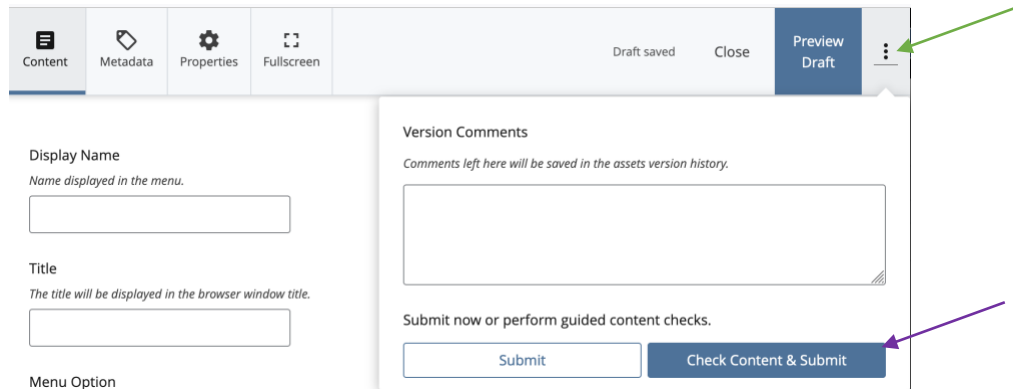g) Once you see your new block, **click edit** to add in the script from your Google Analytics 4 account.



h) Paste in your GA4 code. You will place your Google Analytic code in two wrapped tags, **system** and **passthrough** tags.

> **<system-xml>**
>       **<!--#passthrough**
>          **<!-- insert your code here -->**
>       **#passthrough-->**
> **</system-xml>**

*The code below is an example of the Google Analytics code you will receive in your Google Analytics 4 account.*



```
1  <system-xml>
2      <!--#passthrough
3
4  <script async src="https://www.googletagmanager.com/gtag/js?id=G-0VEZV3ZBTQ"></script><script>
5    window.dataLayer = window.dataLayer || [];
6    function gtag(){dataLayer.push(arguments);}
7    gtag('js', new Date());
8
9    gtag('config', 'G-YKZQ54K9DJ');
10 </script>
11   #passthrough-->
12 </system-xml>
```
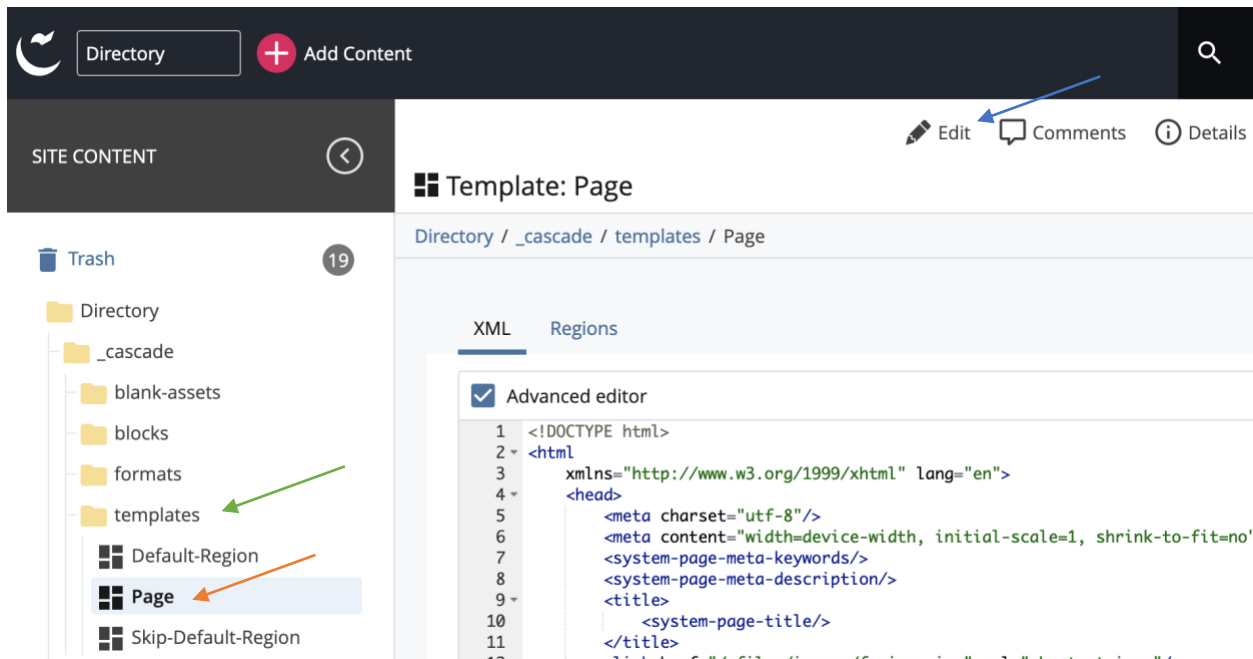
i) In the upper right corner, **click the** ⋮ **in the upper right** corner on the current page, **click "Submit**."



## 4) Add the code to your templates

Once you have the code installed, you must add the code to your page templates.

a) Navigate to **_cascade > templates > page**
b) **Click on a template** to edit, **\*\*If you have more than one template used on your site you will need to add this step to all templates used or your code will not appear on those pages.**
c) **Click edit**, located on the upper right side of the screen.



d) Add a new block to the template in the head around line 16, **<system-region name="GOOGLE ANALYTICS"/>**

```
       Advanced editor
   1    <!DOCTYPE html>
   2    <html
   3        xmlns="http://www.w3.org/1999/xhtml" lang="en">
   4        <head>
   5            <meta charset="utf-8"/>
   6            <meta content="width=device-width, initial-scale=1, shrink-to-fit=no" name="viewport"/>
   7            <system-page-meta-keywords/>
   8            <system-page-meta-description/>
   9            <title>
  10                <system-page-title/>
  11            </title>
  12            <link href="/_files/images/favicon.ico" rel="shortcut icon"/>
  13            <system-region name="MT TEMPLATE"/>
  14            <system-region name="CSS LINKS"/>
  15            <system-region name="COLORS"/>
  16            <system-region name="GOOGLE ANALYTICS"/>
  17            <meta content="bmsQBKieqv8IwyTfY1jh78U7vOLE8LY7e7je9CBxYTs" name="google-site-verification"/>
  18        </head>
```
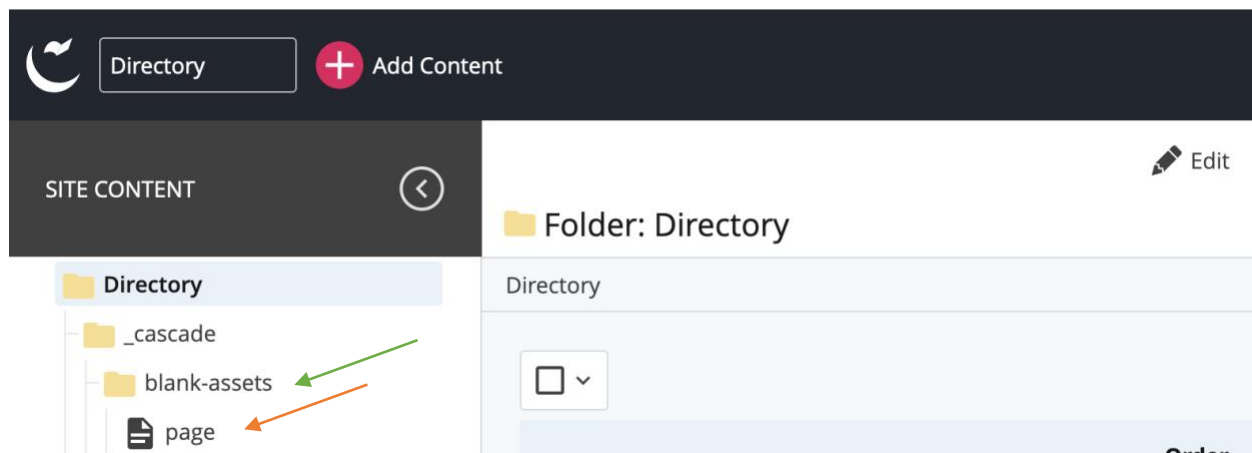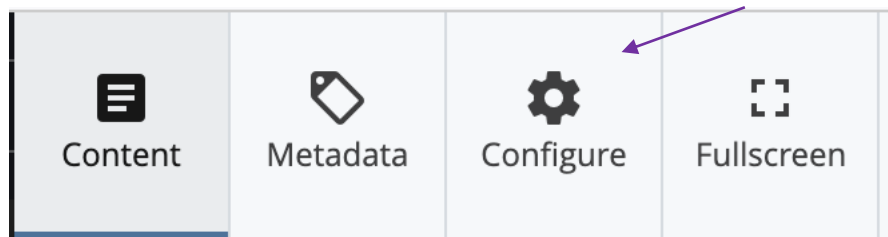
e) Click Submit.

## 5) Add the Code to Assets

Once you have your new configuration block added to your template, add it to your assets.

a) Go to **_cascade > blank-assets > page** (or whatever your template page name is).
b) Click the **"Edit"** button, and click the **asset**.



c) Choose the **configure tab**.

d) Search for the block labeled "**Google Analytics**," and click "**Choose** Block"



e) In the "**Choose a block**" dialog, **select the block** you created for your modal code and **click "Choose"** to apply it to the template.

f) Submit the changes.



## 6) Add Cookie Consent Modal and Google Analytics Use page

You must use a Cookie Consent Modal and Google Analytics Use page when installing GA4. We have created a guide to create the page and install the modal; you can find instructions on the HowTo.mt.gov website.

- Download the Modal code package

## 7) Publish your website

Once you have completed these steps, you must publish the whole site. Publish to test first and make sure all is well.